

PRESENTATION OF QUALIFICATIONS

FOR

SANDY PORRITT

EXECUTIVE MANAGEMENT

Linkedin:

<https://www.linkedin.com/in/sandy-porritt-75233440/>

Executive Portfolio:

<https://www.skporritt.com/>

Email:

skporritt@gmail.com

Cell:

469-307-8669

EXECUTIVE PROFILE

An accomplished executive with a proven track record of success in the dental profession, offering a diverse range of experience in leading and growing successful companies. A visionary leader with a wealth of knowledge and expertise in developing impactful brands, strategic planning, managing multimillion-dollar budgets, and global collaboration. Skilled in managing in-vitro and clinical research, product development, market penetration communications, alliance partnerships and public speaking. Recognized as a respected authority among key opinion leaders within the dental profession, forging strategic alliance to effectively support key business initiatives and drive organizational success.

KEY SKILLS AND PROFESSIONAL HIGHLIGHTS

Leadership and Management:

- Led the creation and development of a \$4-million dental continuing education company, increasing its footprint by 110% within 9 months.
- Proven ability to lead and develop new companies and departments, managing teams of up to 22 employees.

Strategic Planning:

- Managed and forecasted annual budgets over \$1.4 million, ensuring financial health and strategic investment.
- Developed strategic plans generating \$26 million in business growth for a start-up financing company.

Product Development:

- Led over 45 US and international in-vitro and clinical studies, resulting in the launch of 15+ product lines.
- Expanded product research and development with renowned institutions resulting in 15+ product launches, KOL evaluations, and 5 clinical trials.

Marketing and Sales Support:

- Supported a \$50 million sales organization by developing a robust marketing structure encompassing alliance partnerships, clinical education, media, publication and KOL support.
- Acquired 700+ KOL quotes and clinical photos, significantly enhancing brand recognition and marketing effectiveness.

Continuing Education:

- Developed and implemented over 400 dental CE programs, collaborating with respected KOLs.
- Grew educational offerings from 65 clinical courses to 300+ annually, enhancing professional development in the dental field.
- Created a comprehensive multimedia education platform with webinars, podcasts, and live hands-on videos, delivering over 200 educational programs.

Key Opinion Leader (KOL) Relations:

- Established and maintained over 450 strategic relationships with KOLs in the dental industry.
- Developed a Young Key Opinion Leadership Program, fostering future market leaders.

Publications and Content Development:

- Produced over 150 KOL-supported published articles for research and market penetration.
- Delivered 500+ clinical photos for marketing initiatives.

Strategic Alliances and Partnerships:

- Expanded revenue streams by 30% through strategic alliances and partnerships.
- Spearheaded partnerships with leading dental education and service organizations, including Kois Center, Spear Education, and Pankey Institute.

Industry Recognition:

- Served as Co-Chair and Chair of the AACD Professional Education Committee from 2011-2013.
- Contributed to the AACD Professional Education and University Educators Forum Committees, driving advancements in dental education.

PROFESSIONAL

PDA Holdings, Austin TX – June 2023 – Current

VP Partner Services– Development and implementation of business strategies and alliance partnerships, supporting the growth of dental organization focused on enhancing productivity, clinical excellence, patient satisfaction and business growth.

- Expansion of partnership services for Productive Dentist Academy and Lampa Dental Partners, an emerging DSO.
- Achieved \$100,000+ increase in partner revenue within first 6 months, along with 30% rise in strategic alliance participation.

DSP Capital Partners, Austin, TX – September 2021 – Current

Founding Partner - Specializing in management and business development for startups and growing companies in the dental market offering a comprehensive range of services for achieving business success.

- Expertise in market analysis, new product development and launches, scientific research, and clinical evaluations.
- Effective lead generation, KOL engagement, and strategic alliance partnerships supporting marketing content, and building brand awareness.

DMG America, Englewood, NJ - May 2017 – September 2021

Director of Clinical Affairs – Executive development of the Clinical Affairs department. Aligning strategic key initiatives with corporate goals in product development, Key Opinion Leader management, institutional alignment, academia research, alliance partnerships, and philanthropic organizations.

- Established multiple alliance relationships with leading CE organizations increasing bottom-line sales by 10% in first year.
- Educational Platform Growth: Expanded platform from 65 courses in 2017 to over 300 per year by 2019.
Created a Young Key Opinion Leadership Program growing KOL pipeline and social media marketing strategies.
- Secured 90+ publications from top opinion leaders featuring DMG products throughout publications and trade journal, including over 500 clinical photos, 50 webinar/podcasts, and videos for marketing initiatives.
- Enhanced product research and development for US and International studies, resulting in 6 product launches, 15 KOL evaluations, 6 in-vitro studies, and 5 clinical trials.

CE KARMA, Salt Lake City, UT - July 2016 – April 2017

President - Creation and development of 4-million-dollar yearly dental continuing education company. Implementation of business model, branding, and marketing for the fastest-growing dental continuing education company in 2017.

- Developed 95 CE courses, including schedules, curriculum, and the recruitment and management of KOL educators.
- Established internal team structures including 14 inside sales positions, 2 CE event coordinators, business development and social cause director, comprising of 22 employees.
- Streamlined pro-forma while securing alliance relationships to increase capital funding.

COMPREHENSIVE FINANCE, Grapevine, TX – January 2014 to November 2015

Director of Business Development - Encompassed multiple areas of responsibility in the development and growth of a start-up, in-house financing company serving the dental profession

- Identified, developed and implement partnership solutions for business growth, achieving over \$26 million in revenue.
- Created marketing materials, promotions, publications, video content, website, and social media strategies.
- Successful business growth and development resulted in company acquisition and rebranding as Accept Care.

HERAEUS KULZER LLC, South Bend, IN – June 2006 to January 2014

Senior Manager of Scientific & Clinical Affairs – Managed and forecasted an annual budget of over \$1.4 million. Provided marketing and sales support for a \$50 million sales organization, leading the marketing team in strategies, branding, KOL endorsement, continuing education platforms, product development, and marketawareness.

- Developed robust clinical education curriculum including webinar series, podcasts, and podium KOL opportunities.
- Managed product research protocols for clinical studies and field evaluation. Resulting in 8 successful product launches.
- Member, AACD Professional Education Committee (2011 -2013)
- Member, AACD and University Educators Forum Committee (2012-2013)

SUMMIT DENTAL STUDY GROUP, Tacoma, WA – November 1996 to January 2006

Director of Communications - Competitive analyses and strategic planning to increase revenue shares throughout the western United States.

- Formulated and managed annual budget, forecasting, and expense reports.
- Developed curriculum for 32 continuing education programs annually, contracting with Key Opinion Leaders to produce events in a multi-state study club format.

KEY OPINION LEADER RELATIONS

Key Opinion Leader relationships in the dental industry are crucial to the development and success of brand awareness, market relevance, education, product development, and product sales. These relationships can take years to build and even longer to obtain a high level of trust. I am honored to have achieved this level and depth of relationship with many respected leaders in the dental profession. This is a valuable asset and strength that I bring to a company.

Below is a selection from an available expanded list of 350+ Key Opinion Leaders with whom I have such relationships. Contact information is available upon request.

RECOMMENDATIONS:

Gerard Chiche, DDS
Professor at GHSU

Sandy is absolutely first-class. She is a top-notch professional in every respect. She will manage and organize any small or large-scale project with an amazing sense of minutiae and timing. She is enthusiastic, inventive, and totally trustworthy - A+++

Gary Radz, DDS
Owner at Downtown Denver Sleep Solutions

I can think of few people that I could recommend higher than Sandy Porritt. Sandy has terrific organizational and people skills. She has the unique ability to become someone's best friend in the matter of minutes. She understands dentistry as well as any one dentist I've ever met. She would be an incredible asset for any company in the dental industry that wants to improve their exposure to opinion leaders and researchers. Additionally, she is an expert in creating/developing/organizing continuing education within the dental industry! She has excelled in this area at her current place of employment as well as acting as a board member for the American Academy of Cosmetic Dentistry's professional education committee.

Steve Ratcliff, DDS, MS
EVP of Business Development at Spear Education

Sandy Porritt personifies incredible client service, exemplary customer management, great listening skills and a willingness to go far beyond what is required of the relationship. She understands the world of dentistry and professional relationships better than anyone I have ever experienced and does it with an attitude of joy and fun. I wish I could fill my team with people who have 50% of her abilities!

Brian P. LeSage DDS, FAACD
Owner at Beverly Hills Institute of Dental Esthetics

Sandy has exceptional organizational and people skills. She treats you like you were a business partner with great respect and a caring attitude second to none when actually she has hired you to do a task. There are few that have her knowledge base of business and people, which makes for a fun, remarkable and productive business outcome. There are few that come close to her talents.

Joyce Bassett, DDS
Comprehensive | Cosmetic | Restorative Dentistry

Sandy is an influential authority of key opinion leaders worldwide in the dental community. She is an organized strategic communicator and has excellent customer service skills. Her integrity is beyond reproach.